

Exhibit 2

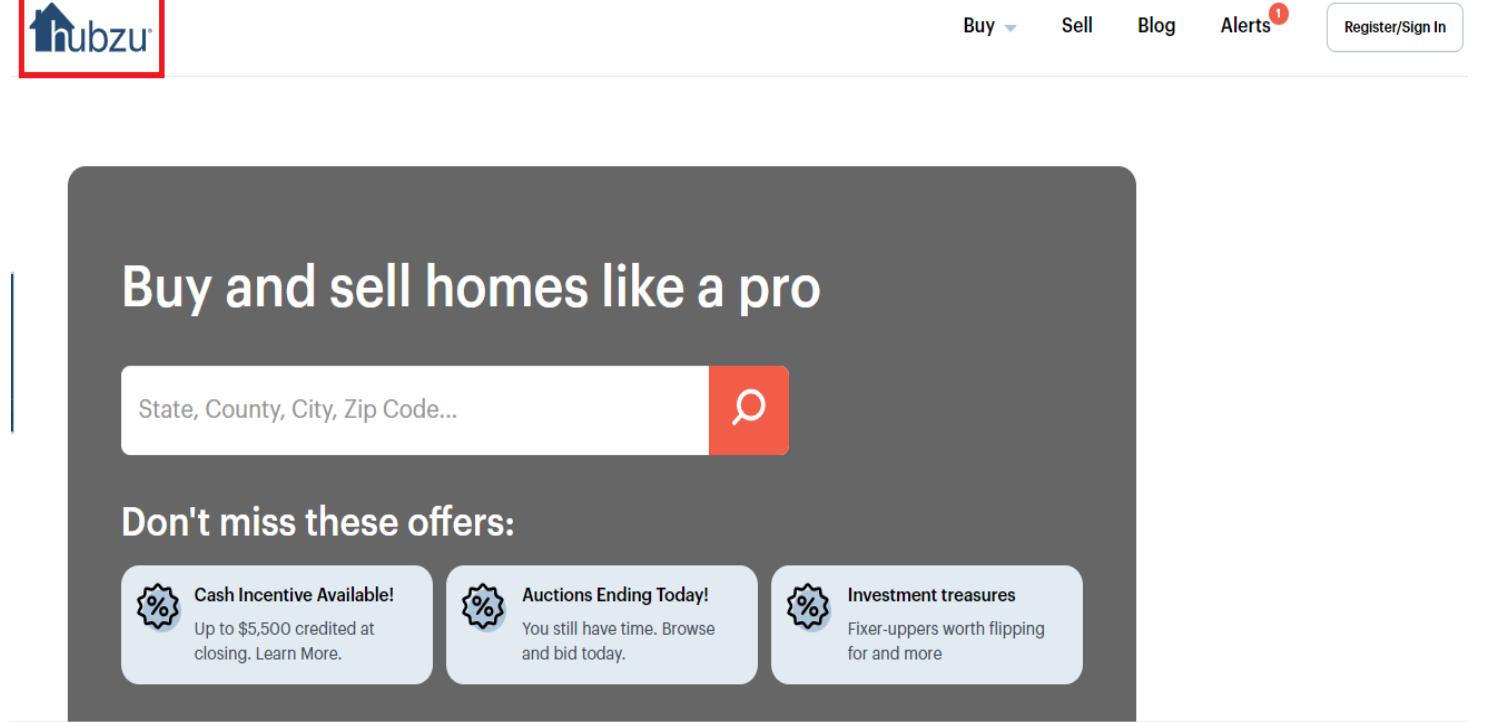
US9454777	Hubzu (“The accused instrumentality”)
1. A method to use feedback in a system implemented by a computing device, comprising:	<p>The accused instrumentality practices a method to use feedback (e.g., feedback campaign) in a system implemented by a computing device (e.g., a server of the accused instrumentality).</p>  <p>https://www.hubzu.com/</p> <p>As shown below, Hubzu uses Mouseflow to detect rage click sessions and trigger feedback campaign.</p>

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HUBZU.COM

Technology Profile Detailed Technology Profile Meta Data Profile Relationship Profile Redire

Analytics and Tracking View Global Trends

 Optimizely

[Optimizely Usage Statistics](#) · [Download List of All Websites using Optimizely](#)

Optimizely empowers companies to deliver more relevant and effective digital experiences on websites and mobile through A/B testing and personalization.

A/B Testing · Conversion Optimization · Personalization · Site Optimization

 Mouseflow

[Mouseflow Usage Statistics](#) · [Download List of All Websites using Mouseflow](#)

Mouseflow records videos of your site visitors and generates heatmaps highlighting areas users are clicking, scrolling and ignoring.

Audience Measurement

<https://builtwith.com/hubzu.com>

Exhibit 2

Exhibit 2

Session replay

Heatmaps

Funnels

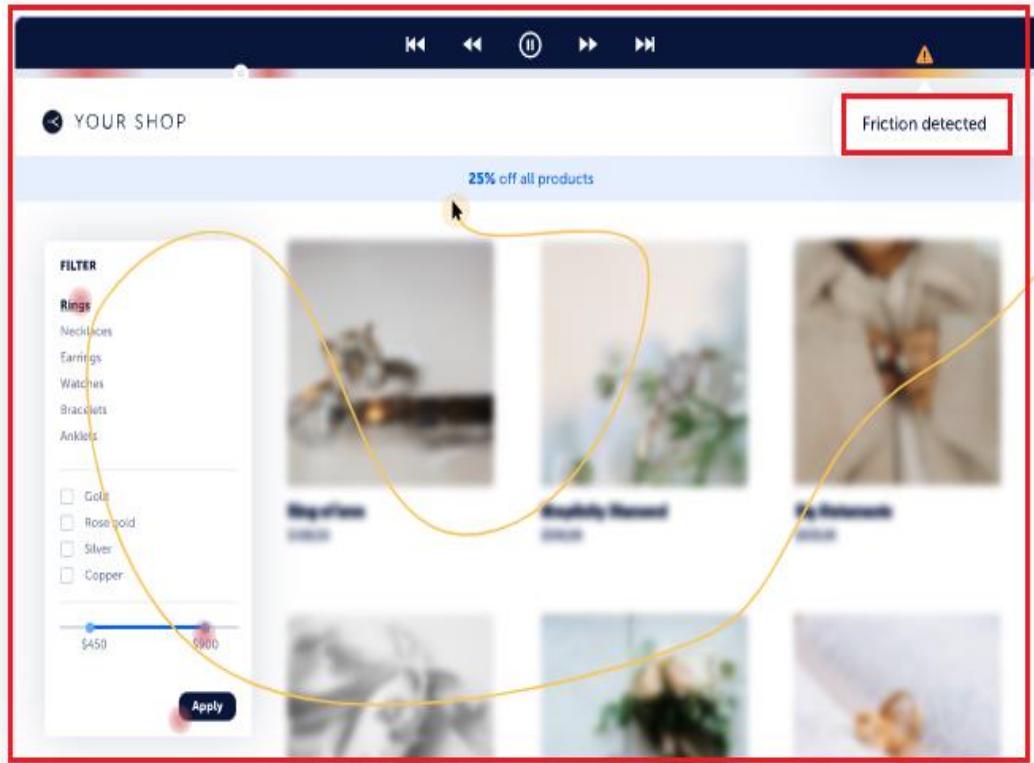
Forms

Feedback

See your users
in action

Watch real user journeys, with automatic Friction Scores that detect where to focus first.

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<https://mouseflow.com>

Exhibit 2

Create a Feedback Campaign



Written by Chris Borsheim
Updated over a week ago

Feedback Campaigns are a great way of collecting real feedback directly your users while they're using your website. You can trigger the campaign to ask the user for feedback based on a number of conditions. But default, we will display the feedback campaign to all users, for their first visit.

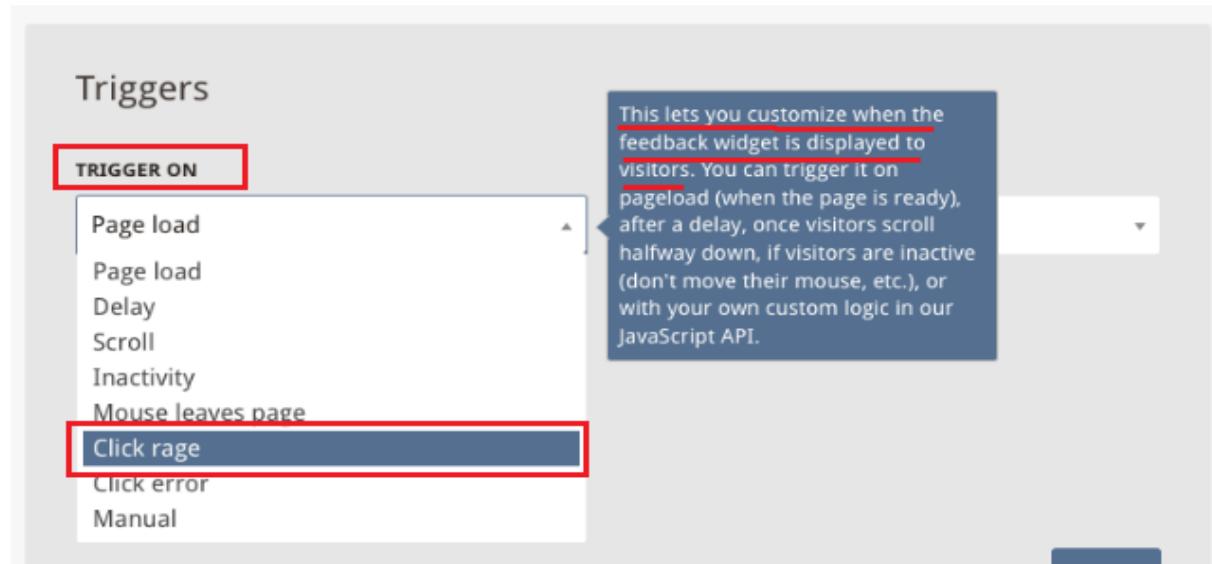
Note: Feedback campaigns require an active recording session for the user for it to fire. If you are out of credits, the feedback campaign will not fire.

<https://help.mouseflow.com/en/articles/4291376-create-a-feedback-campaign>

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The main elements here is the trigger itself where you can choose either:

- **Page load** which will trigger the campaign as soon as the page is loaded
- **Delay** where you can 1-30 second delay after page load
- **Scroll** where you can choose to trigger the campaign when the customer has scrolled between 10- and 100% down the page
- **Inactivity** which lets you trigger the campaign whenever a user is inactive for a period of time between 10 seconds and 2 minutes
- **Friction Indicators** such as 'Mouse Leaves Page', 'Click Rage' or 'Click errors'.
This setting allows you to address friction events directly by for example triggering the feedback campaign if a JavaScript 'click error' happens on the page



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The screenshot shows a software interface for setting up user feedback triggers. On the left, a sidebar lists several trigger options: 'Trigger on' (selected), 'Page load', 'Delay', 'Scroll', 'Inactivity', 'Mouse leaves page', 'Click rage' (selected), 'Click error', and 'Manual'. A blurred preview of a website is visible in the background, showing a 'Book' button. A red box highlights the 'Trigger on' and 'Click rage' sections.

Capture feedback when it matters

Custom triggers for every feedback scenario.

Timing is everything. That's especially true when it comes to user feedback.

Catch a user who's engaged or one who's about to leave.
Ask for feedback everywhere or on just some pages. Choose your audience and level of persistence. Because improving a product and a customer experience goes hand in hand.

<https://mouseflow.com/features/user-feedback-tool/>

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	<p>A user feedback tool is a method for communicating with users, passively or actively, to collect opinions, experiences, and perspectives on your company, website, products, and more.</p> <p>Customer feedback can be many things in many places, on your site or out of your control.</p> <p>A user feedback tool lets you get in front of users and offer an outlet for their thoughts — instead of letting them wander to third-party review sites, social media, support centers, or other more public and direct places.</p> <p>By popping up for users (based on your custom triggers) at key moments in their website experience — say, when they scroll far enough or read long enough — a user feedback tool encourages engagement and communication between your customers and you.</p> <p>You can ask about general satisfaction or query a specific situation. This can give you real, invaluable insight to create content, improve your website design, adjust your sales process, and more.</p> <p>https://mouseflow.com/features/user-feedback-tool/</p>
receiving, by the computing device, a frustration event	The accused instrumentality practices receiving, by the computing device (e.g., a server of the accused instrumentality), a frustration event package (e.g., a feedback message from a user of a smartphone/PC enabled with the accused instrumentality) comprising a user frustration event indicator (e.g., an indicator which designates that the

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<p>package comprising a user frustration event indicator and an associated event indicator that indicates a level and a type of user frustration associated with a user frustration event, wherein the user frustration event is associated with a device event that includes an active operation of a device at a time when the user frustration event occurred;</p>	<p>received message is a feedback message) and an associated event indicator that indicates a level (e.g., an indicator to show information regarding the issue such as session recordings, text, numbers, smileys, etc.) and a type of user frustration associated with a user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking), wherein the user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking) is associated with a device event (e.g., answering the feedback question that appears on a pop-up message) that includes an active operation of a device (e.g., active operation of the accused instrumentality) at a time when the user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking) occurred.</p> <p>The accused instrumentality utilizes Mouseflow for detecting user behavior. As shown below, when an issue, which incites user frustration (e.g., when user clicks repeatedly on a particular element or certain area of app or website i.e., rage click) occurred at the interface of the accused instrumentality while using it, the user can provide feedback about the issue. The accused instrumentality provides a feature to automatically trigger a feedback campaign when rage clicks are detected. The rage clicking action gets detected by the accused instrumentality through the user device. The accused instrumentality receives a feedback message package which includes information regarding the issue such as session recordings, text, numbers, smileys, other additional information, etc. As feedback campaign requires active recording session for it to fire, the accused instrumentality will capture the session recording for rage click events along with the feedback message. The user device sends the feedback message to the server of the accused instrumentality. Upon information and belief, the server of the accused instrumentality receives the frustration event package comprising a user frustration event indicator and an associated event indicator that indicates a level and a type of user frustration associated with a user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking), wherein the user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking) is associated with a device event (e.g., answering the feedback question that appears on a pop-up message) that includes an active operation of a device (e.g., active operation of the accused instrumentality) at a time when the user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking) occurred.</p>
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Session replay

Heatmaps Funnels Forms Feedback

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2. Click 5 times on the same element in less than 1 second (Click Rage)

Click Rage Usually indicates usability or performance issues on your site where functionality does not match the user's expectations. Most often, the user is attempting to click an element that isn't clickable, or the page is taking too long to load. Both of these scenarios will cause the user to become frustrated and will drastically lower the likelihood of them completing a purchase or signing up for your service.

<https://mouseflow.com/blog/rescue-lost-conversions-with-mouseflow/>

Exhibit 2

Understanding Friction on your website

Learn how Mouseflow automatically identifies Friction events from your website visitors to easily understand frustration points for them



Written by Chris Borsheim
Updated over a week ago

Website visitors have common frustration points on websites that cause them to leave, not complete tasks, or fail to convert. Mouseflow watches for these events and automatically tags the session recordings with this information to help isolate your pages or recordings where users experienced friction using your website.

This is called Friction and is displayed in Recordings as seen below:

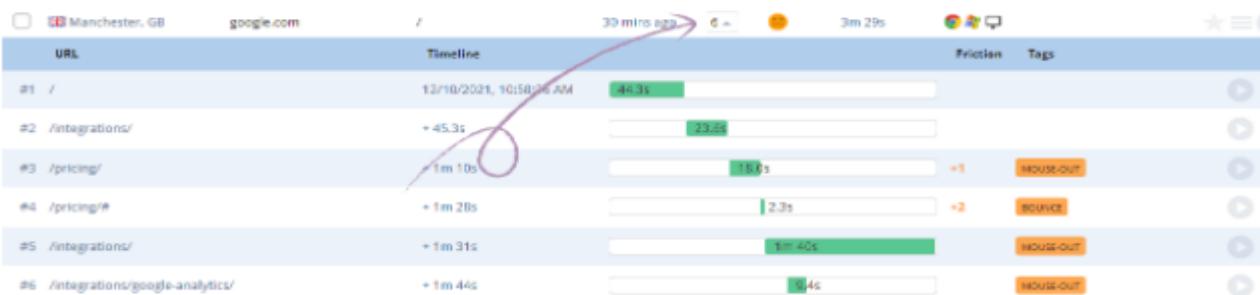
<input type="checkbox"/> Location	Referrer	Entry page	Last seen	Pages	Friction	Duration
<input type="checkbox"/> Karachi, PK	google.com	/	9 mins ago	5		2m 16s
<input type="checkbox"/> Norcross, GA	google.com	/	33 mins ago	3		8.3s
<input type="checkbox"/> Norwich, GB	{no referrer}	/	1 hour ago	3		2m 12s
<input type="checkbox"/> Warsaw, PL	eu.mouseflow.com	/	2 hours ago	3		7.1s
<input type="checkbox"/> Chicago, IL	mouseflow.com	/	2 hours ago	20		20m 1s
<input type="checkbox"/> Barcelona, ES	{no referrer}	/es	2 hours ago	4		46.2s
<input type="checkbox"/> Ghent, BE	{no referrer}	/	3 hours ago	5		2.3s
<input type="checkbox"/> Youngstown, OH	{no referrer}	/	3 hours ago	2		2m 12s
<input type="checkbox"/> Hardenberg, NL	{no referrer}	/	3 hours ago	4		4.5s
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Mouseflow has seven unique friction events that a user can experience. Each event has a unique value associated with it which we use to provide an overall score to the page or session recording that will help you understand its intensity and impact.

You can click on the number of page views in the recording to see the type of friction event per page:



The seven unique friction events are:

Click-Rage

Each time a user excessively clicks in a short period, we automatically tag the session the 'click-rage' tag.

Click-Rage is a serious Friction event and counts as 3 'friction points'. This event alone will mark the recording as a visit with friction.

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Trigger on

Persistence

Show once per user

Trigger on:

- Page load
- Page load
- Delay
- Scroll
- Inactivity
- Mouse leaves page
- Click rage**
- Click error
- Manual

Previous Next

Learn how to add a new feedback campaign

- **Page load:** Show the campaign as soon as your page finishes loading.
- **Delay (10s):** Show the campaign ten seconds after your page finishes loading.
- **50% Scroll:** Show the campaign once the user has scrolled halfway down the page.
- **Inactivity:** Show the campaign when the user has remained inactive for thirty seconds.
- **Mouse leaves page:** Show the campaign when the user moves their mouse away from the page.
- **Click rage:** Show the campaign when click rage is detected (rapid series of clicks indicating user frustration).

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https://help.mouseflow.com/en/articles/4291464-choose-when-and-how-to-fire-your-feedback-campaign						
						
<h2>Form analytics & conversion funnels</h2>						
<table><tbody><tr><td>Paid plans storage</td><td>3 months and up</td></tr><tr><td>JS error tracking</td><td><input checked="" type="checkbox"/></td></tr><tr><td>Click-Error & Click-Rage Detection</td><td><input checked="" type="checkbox"/></td></tr></tbody></table>	Paid plans storage	3 months and up	JS error tracking	<input checked="" type="checkbox"/>	Click-Error & Click-Rage Detection	<input checked="" type="checkbox"/>
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JS error tracking	<input checked="" type="checkbox"/>					
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https://mouseflow.com/comparison/lucky-orange-vs-mouseflow-1-which-tool-is-best-2022/						

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Common trigger events for feedback pop-ups available in
Mouseflow's Feedback tool include:

- Exit intent (mouse leaves)
- Page load
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A user feedback tool lets you get in front of users and offer an outlet for their thoughts — instead of letting them wander to third-party review sites, social media, support centers, or other more public and direct places.

By popping up for users (based on your custom triggers) at key moments in their website experience — say, when they scroll far enough or read long enough — a user feedback tool encourages engagement and communication between your customers and you.

You can ask about general satisfaction or query a specific situation. This can give you real, invaluable insight to create content, improve your website design, adjust your sales process, and more.

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FEEDBACK TOOL

Get answers, not guesses with our feedback tool

Your customers have an opinion. Hear them out and give them the online experience they want, and need.

<https://mouseflow.com/features/user-feedback-tool/>

Having trouble on our site?

Submit feedback

Feedback campaign

Impressions 1.3K

Responses 65

Response rate 5%

"I'm having trouble booking a meeting..."

"The button just keeps loading."

"I'm not receiving any booking confirmation?"

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Feedback options that fit all needs

Choose from free text, NPS, and multiple choice.

Gather feedback on your terms to help your teams drive decisions with confidence.

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The screenshot shows a user interface for a feedback tool. On the left, there's a sidebar with several options: 'Multiple choice', 'Multiple choice', 'Multiple answer', 'Free text (small)' (which is highlighted with a blue background), 'Free text (large)', and 'Net Promoter Score'. On the right, there's a preview window showing a question 'Did you find the information you needed?' and a 'Submit' button. Both the sidebar and the preview window are enclosed in red boxes.

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User feedback can happen in a variety of environments, from in-app chats to third-party reviews to in-person communication. Feedback can be reactive or proactive; it can come from product, marketing, UX, CRO, analyst, leadership, ecommerce, brand, and SEO teams with distinct purpose and benefits.

Mouseflow's Feedback tool serves these applications with 5 handy question options:

- Multiple Choice (select one)
- Multiple Answer (select all that apply)
- Free Text (small)
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So, a session recording is when software is used to track that user's activity during that session. Clicks, scrolls, hovers, and other mouse data is tracked. So are keyboard inputs (except for anonymized forms) and navigation, documenting users as they fill out forms or search bars and navigate to different pages.

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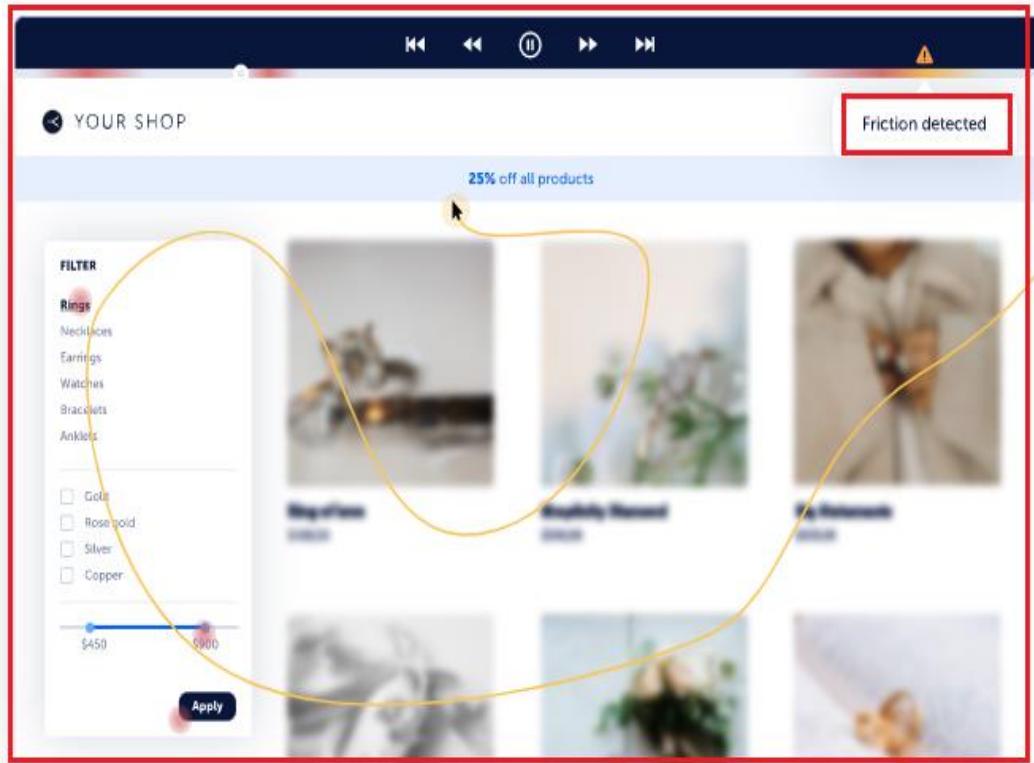
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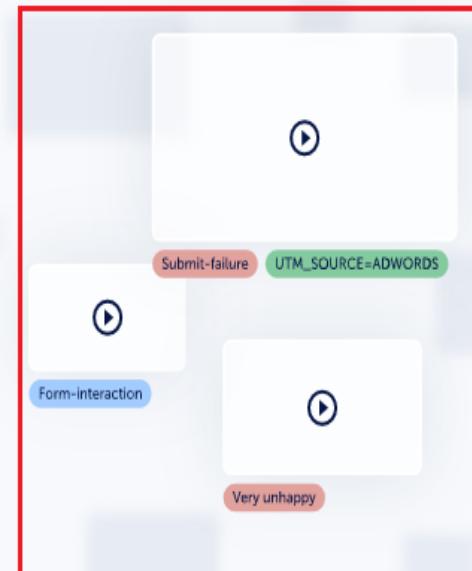
[Learn more →](#)



The screenshot shows a website interface for 'YOUR SHOP' with a 25% off all products offer. A yellow mouse cursor is positioned over a product image. A large yellow oval highlights a circular path from the top left towards the center of the page. Another smaller yellow oval highlights a path from the bottom left towards the center. A red box labeled 'Friction detected' is located in the top right corner of the screenshot area. On the left, there is a sidebar with a 'FILTER' section for 'Rings' (Necklaces, Earrings, Watches, Bracelets, Anklets) and a price range slider from '\$450' to '\$900' with an 'Apply' button.

<https://mouseflow.com>

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The screenshot shows a user interface for a session recording tool. On the left, there's a timeline or heatmap visualization with three distinct stages highlighted by red circles. A large red rectangular box surrounds the top stage. Each stage contains a play button icon. Below the stages, there are several small colored labels: 'Submit-failure' (red), 'UTM_SOURCE=ADWORDS' (green), 'Form-interaction' (blue), and 'Very unhappy' (orange). To the right of the interface, the text reads:

See beyond the sea of data

Engagement metrics tells you what — a session recording tool tells you why.

As soon as you click 'record,' Mouseflow's session recording tool begins tracking your users (anonymously). We record 100% of users by default, unlike others who sample data.

Dive into red-flag metrics by watching actual user journeys. Solve what you know is broken, not what you guess.

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Add filters ▾ is very unhappy

A session recording tool that tells you where to look

Auto-scored recordings spotlight grumpy users.

If your session recording tool leaves you with thousands of videos, where does that leave you?

Mouseflow's Friction Score highlights frustrated users so you can spend time optimizing what matters.

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Capturing customer input via a user feedback tool can lead to significant revenue and CX improvements. Here's just a few examples:

- Identify conversion-assisting content opportunities
- Collect specific responses when a bug occurs
- Rate satisfaction to identify problem pages
- Learn what features users want most

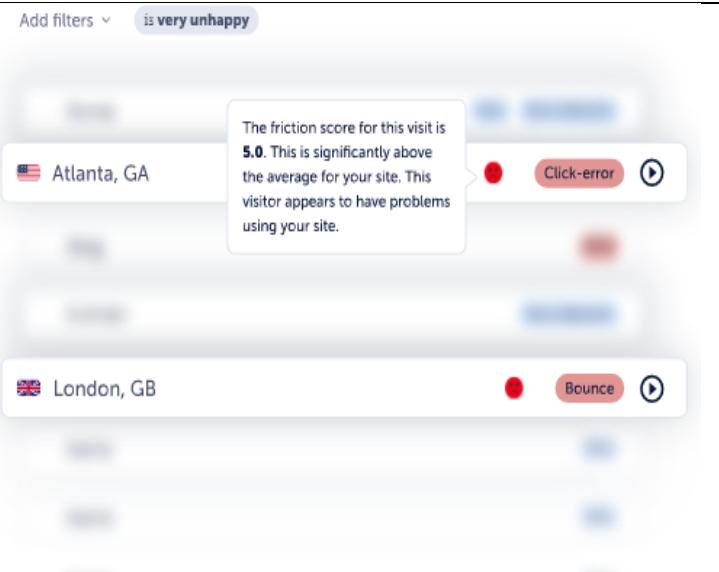


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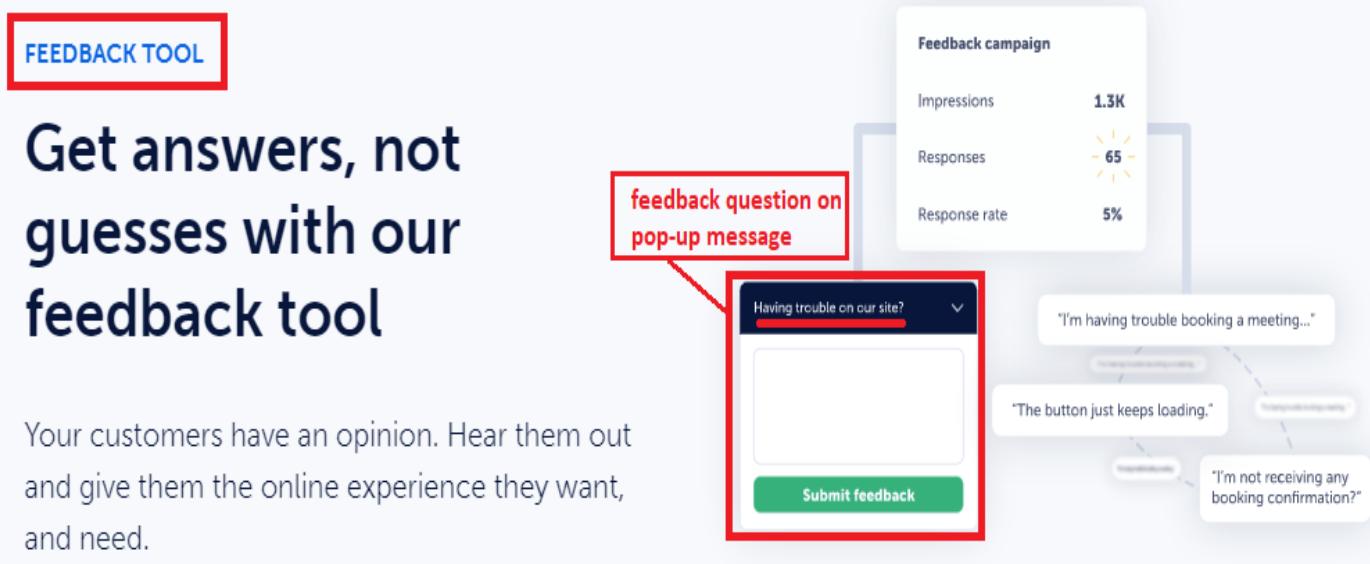
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Learn how Mouseflow automatically identifies Friction events from your website visitors to easily understand frustration points for them



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Updated over a week ago

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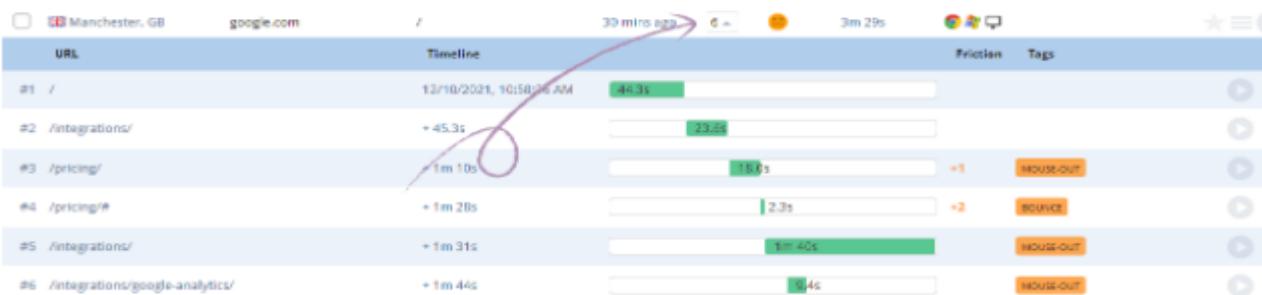
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You can click on the number of page views in the recording to see the type of friction event per page:



The seven unique friction events are:

Click-Rage

Each time a user excessively clicks in a short period, we automatically tag the session the 'click-rage' tag.

Click-Rage is a serious Friction event and counts as 3 'friction points'. This event alone will mark the recording as a visit with friction.

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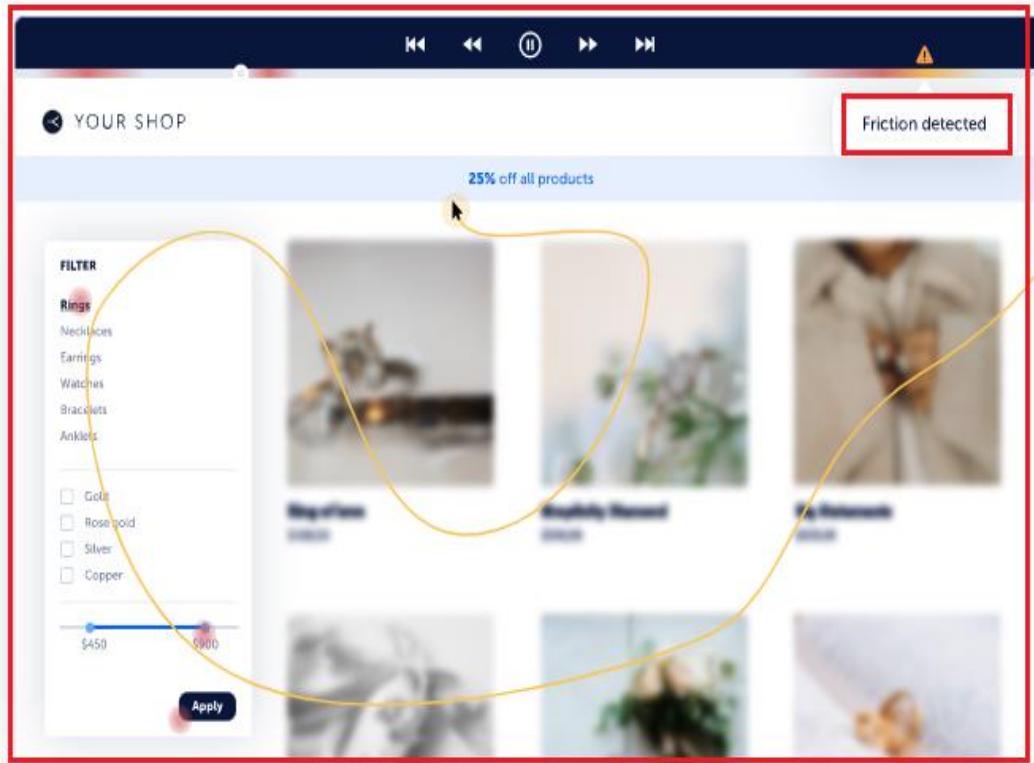
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The screenshot shows a website interface for "YOUR SHOP". A yellow heatmap overlay highlights user activity across the page, particularly on product images and the filter sidebar. A red box highlights the "Friction detected" message in the top right corner. The sidebar includes filters for Rings, Necklaces, Earrings, Watches, Bracelets, and Anklets, with sub-options for Metal (Gold, Rose gold, Silver, Copper) and Price (\$450 to \$900). A blue "Apply" button is at the bottom of the sidebar. A promotional banner at the top offers "25% off all products".

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A session recording tool that tells you where to look

Auto-scored recordings spotlight grumpy users.

If your session recording tool leaves you with thousands of videos, where does that leave you?

Mouseflow's Friction Score highlights frustrated users so you can spend time optimizing what matters.

<https://mouseflow.com/features/session-recording-tool/>

Capturing customer input via a user feedback tool can lead to significant revenue and CX improvements. Here's just a few examples:

- Identify conversion-assisting content opportunities
- Collect specific responses when a bug occurs
- Rate satisfaction to identify problem pages
- Learn what features users want most

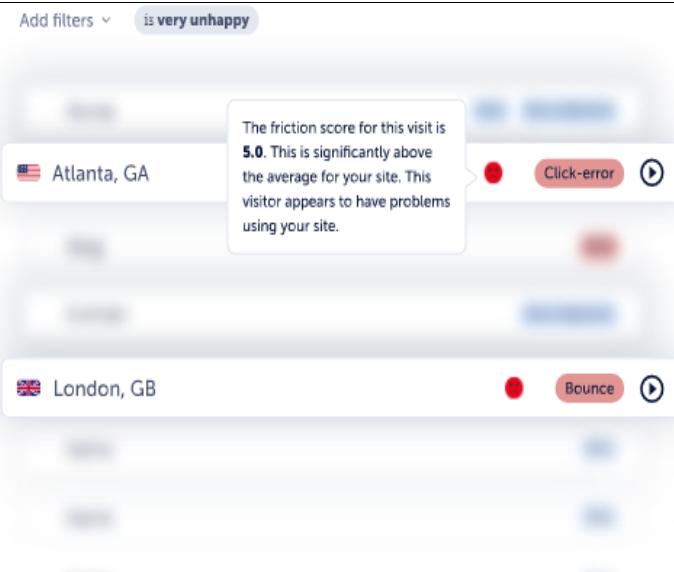


Exhibit 2

	https://mouseflow.com/features/user-feedback-tool/
implementing, by the computing device, a network action based on the determined feedback.	<p>The accused instrumentality practices a method of implementing, by the computing device (e.g., a server of the accused instrumentality), a network action (e.g., notify the respective team of the accused instrumentality regarding the feedback message) based on the determined feedback.</p> <p>The accused instrumentality utilizes Mouseflow for detecting user behavior. As shown below, when an issue, which incites user frustration (e.g., when user clicks repeatedly on a particular element or certain area of app or website i.e., rage click) occurred at the interface of the accused instrumentality while using it, the user can provide feedback about the issue. The accused instrumentality provides a feature to automatically trigger a feedback campaign when rage clicks are detected. The rage clicking action gets detected by the accused instrumentality through the user device. The accused instrumentality receives a feedback message package which includes information regarding the issue such as session recordings, text, numbers, smileys, other additional information, etc. As feedback campaign requires active recording session for it to fire, the accused instrumentality will capture the session recording for rage click events along with the feedback message. The user device sends the feedback message to the server of the accused instrumentality.</p>

Exhibit 2

Session replay

Heatmaps Funnels Forms Feedback

See your users
in action

Watch real user journeys, with automatic Friction Scores that detects where to focus first.

[Learn more →](#)

<https://mouseflow.com>

Exhibit 2

Mouseflow to the rescue!

Our newest feature improvement will let you do exactly that! We have added two (2) new triggers to the feedback campaigns so you can now set the modal to appear whenever a user:



<https://mouseflow.com/blog/rescue-lost-conversions-with-mouseflow/>

Exhibit 2

How likely are you to recommend this product?

0 1 2 3 4 5 6 7 8 9 10

Not likely Very likely

Submit

Instant customer feedback notifications

Never miss a response again.

Get alerted via Slack, email, or other integrations whenever a user submits a new response.

Personalize notifications to alert you only when you want it, like when a certain selection is made.

<https://mouseflow.com/features/user-feedback-tool/>

Exhibit 2

The next box contains your options for setting up notifications when customers answer the feedback campaign.

The screenshot shows a 'Notification' configuration interface. It includes two toggle switches: 'NOTIFY ME WHEN USER RESPONDS' (set to YES) and 'WHEN USER SELECTS A SPECIFIC ANSWER' (set to YES). Below these are dropdown menus for 'QUESTION' and 'ANSWER', both currently set to 'Select an option'. A blue '+' button is available to add more options. Under 'VIA', 'Email' is selected, and the email address 'example@domain.com' is entered. A green link at the bottom left provides a guide: 'Learn how to add a new feedback campaign'. Navigation buttons 'PREVIOUS' and 'Next' are at the bottom right.

You can choose to be notified either whenever there are any responses OR when a visitor responds to a specific question - and you can choose to receive your notifications either by email, slack or custom webhook.

<https://help.mouseflow.com/en/articles/4291376-create-a-feedback-campaign>